

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 03900 010449Z

ACTION EA-09

INFO OCT-01 ISO-00 AS-01 EB-07 /018 W
-----018289 010450Z /12

P R 010415Z JUL 77

FM AMEMBASSY TAIPEI

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 4088

AMEMBASSY SEOUL

UNCLAS TAIPEI 3900

FOR: USDOC/OIM/SAD - ALE

USDOC/OIMEU KELLY

E.O. 11652: N/A

TAGS: BESP, TW

SUBJECT: FLUID POWER SEMINAR MISSION, CLOSING DAY REPORT

SUMMARY: OUTSTANDING RESULTS IN TAIPEI ALL PARTICIPANTS
THOROUGHLY IMPORESSED BY TRADE CENTER EFFORTS. END SUMMARY.

1. TWO-DAY SEMINAR REGISTERED 203 (AVERAGE ATTENDANCE PER
SESSION 149) AND RECEPTION AT AMBASSADOR'S RESIDENCE DREW
53 GUESTS. FOUR DAYS SPENT IN TAIPEI RESULTED IN 105
BUSINESS APPOINTMENTS FOR 9 COMPANIES. EXPECTED SALES OF
\$565,000. ONE COMPANY SIGNED SALES REPRESENTATIVE. EIGHT
REPRESENTATION AGREEMENTS, 3 LICENSEE AGREEMENTS, 2
JOINT VENTURE AGREEMENTS EXPECTED WITHIN A 12-MONTH PERIOD.
7 OF 9 COMPANIES COMPLETELY ACHIEVED PRIMARY OBJECTIVE,
TWO PARTIALLY. FLOOR SALES: \$5,000 - HYDRECO.

2. GENERAL CONSENSUS OF SEMINAR PARTICIPANTS WAS THAT
TAIWAN MARKET FOR HYDRAULICS & PNEUMATICS MORE HIGHLY
DEVELOPED THAN PARTICIPANTS HAD EXPECTED.

3. AS SUPPORTED BY OUTSTANDING TOTALS, EXCELLENT

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TAIPEI 03900 010449Z

ORGANIZATION BY TRADE CENTER STAFF.

4. PARTICIPANT COMMENTS:

JOHN BURGESS, MOOG: THE ORGANIZATION & EXECUTION OF THIS
MISSION WAS EXCELLENT. THE RESPONSE WAS WELL ABOVE ANY
EXPECTATION RESULTING IN POSITIVE BENEFITS BOTH FOR
MISSION MEMBERS AND THE FLUID POWER INDUSTRY IN TAIWAN.

THE EXPENSE AND EFFORT REQUIRED BY AN INDIVIDUAL COMPANY
TO OBTAIN SUCH AN AUDIENCE THROUGH NORMAL SALES AND
MARKETING METHODS WOULD BE AN ORDER OF MAGNITUDE GREATER
THAN THAT SPENT BY COMPANIES ON THIS MISSION.
WALTER WILKENING, HYDRECO: THE COMPLETE MISSION FOR
HYDRECO WAS VERY SUCCESSFUL. THE TRADE CENTER IN TAIPEI
WAS A GREAT HELP IN OBTAINING OUR OBJECTIVES AND WITHOUT
THEIR COOPERATION HYDRECO WOULD HAVE HAD PROBLEMS PENETRATING
THIS MARKET.

5. BUDGET CABLE FORWARDED SEPARATELY.
UNGER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 01-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TAIPEI03900
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770234-1082
Format: TEL
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770796/aaaadfp.py.tel
Line Count: 74
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 7ce3f071-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 18-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1978836
Secure: OPEN
Status: NATIVE
Subject: FLUID POWER SEMINAR MISSION, CLOSING DAY REPORT SUMMARY: OUTSTANDING RESULTS IN TAIPEI ALL PARTICIPANTS THOROUGHLY IMPORESSED BY TRADE CENTER EFFORT S. EN
TAGS: BEXP, TW
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/7ce3f071-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009